Thank you very much for agreeing to participate in our online survey. As a person who recently purchased a new vehicle or is planning on doing so, your opinions are very important to us.

The auto industry is creating many new and exciting technologies to power our vehicles more efficiently. To help people make the best choices for them, the fuel economy label that appears on all new vehicles sold in the United States is being revised by the United States Environmental Protection Agency and Department of Transportation. These revisions will allow all of us to compare more accurately among all vehicle technologies.

Your participation in our brief (8-10 minutes) online survey is completely voluntary and critical to the label redesign effort. All your responses will be completely anonymous and will only be reported in combination with those of other survey respondents.

The survey is best viewed by maximizing your computer screen. Please be sure to scroll down to the bottom of each page and click the "Next" button to proceed. The bar at the bottom of each page tells you how much of the survey you have completed.

The survey is programmed so that if you need to stop and complete it at a later time you will be brought back to where you left off. (Just click 'Exit this survey' in the top right hand corner if you need to stop before completing the survey.)

Please click "Done" at the end of the survey so that your answers will be saved in our database. Once you have clicked “Done”, you will not be able to make any changes.

Please complete the survey by September 22, 2010. Thank you for sharing your opinions!

In this section we are interested in the type of new vehicle (not used, not leased, not a motorcycle) you purchased most recently.

*** 1. Did you purchase a new vehicle (not used, not leased, not a motorcycle) in the last 18 months?**

- ◯ No
- ◯ Yes

2. What is the percent of city and highway driving you do with this vehicle? (For example: City 25; Highway 75. The city and highway numbers should add up to 100. Enter whole numbers. DO NOT INCLUDE THE PERCENT SIGN.)

City %

Highway %

3. About how many miles is this vehicle driven on a typical day?

- ◯ 20 miles or less
- ◯ 21-30 miles
- ◯ 31-40 miles
- ◯ 41-50 miles
- ◯ 51-60 miles
- ◯ 61-70 miles
- ◯ 71-80 miles
- ◯ 81-90 miles
- ◯ 91-100 miles
- ◯ More than 100 miles

4. Thinking about your vehicle selection process, what actions did you take and in what order did you take them? (ONLY CHECK ACTIONS YOU TOOK.) Do this by checking the first thing you did in the #1 column, checking the second thing you did in the #2 column, etc.

	1st	2nd	3rd	4th	5th	6th
Looked at manufacturer internet sites	◯	◯	◯	◯	◯	◯
Discussed with people you know	◯	◯	◯	◯	◯	◯
Looked at magazines, newspapers, or other printed sources of information	◯	◯	◯	◯	◯	◯
Visited a dealership	◯	◯	◯	◯	◯	◯
Looked at dealership internet sites	◯	◯	◯	◯	◯	◯
Looked at other internet sites (such as Edmunds.com, cars.com, vehix.com)	◯	◯	◯	◯	◯	◯

Other important things you did in your vehicle selection process (please specify here)

5. Which types of vehicles did you seriously consider when you first started looking for a new vehicle? (Check all that apply.)

- ☐ Sports car
- ☐ Subcompact car
- ☐ Compact car
- ☐ Midsize car
- ☐ Large car
- ☐ Station wagon
- ☐ Sport utility vehicle (SUV)
- ☐ Crossover
- ☐ Pickup truck
- ☐ Minivan
- ☐ Full-size van
- ☐ Other (please specify below)

If chose 'other', please specify here

Now we're interested in how you thought about fuel economy when you shopped for your most recently purchased new vehicle.

6. On a scale of 1 to 7, where 1 is 'not important at all' and 7 is 'very important', how important a consideration was fuel economy when choosing your new vehicle?

	1 = Not important at all	2	3	4	5	6	7 = Very important
Level of importance	○	○	○	○	○	○	○

7. On a scale of 1 to 7, where 1 is 'not important at all' and 7 is 'very important', how important was the FUEL ECONOMY LABEL in helping you to choose the make and model of your most recent new vehicle ?

	1 = Not important at all	2	3	4	5	6	7 = Very important
Level of importance	○	○	○	○	○	○	○

Please note that the information in the following paragraphs is not a question but a description of the different types of vehicle technologies. It is important to read the information below for answering questions on the following pages.

Four types of advanced technology vehicles are either already available or will be in the near future:

• Hybrid Vehicles use a gasoline engine as well as an electric motor to propel the vehicle. However, the only fuel a hybrid vehicle uses is gasoline, either to propel the vehicle or to charge the battery.

• Electric Vehicles use electricity stored in batteries to propel the vehicle. You charge the battery by plugging your vehicle into an electrical outlet.

The vehicle travels until the charge is depleted or you re-charge it. You do not have the option to run it on gasoline.

• Extended Range Electric Vehicles have two modes of operation, when the battery is charged and when it isn't. 1) Once charged, the vehicle at first runs on only electricity. 2) When the battery is discharged, it uses gasoline, either to propel the vehicle or to charge the battery. Important: daily driving distance can GREATLY affect amount of gasoline used. Can go all the way from zero gasoline (if shorter commutes and plenty of recharging) to entirely gasoline (if longer drives and no recharging).

• Plug-in Hybrid Electric Vehicles work like an Extended Range Electric Vehicle in that it has two modes of operation—when battery is charged and when it isn't, but: 1) When it's charged, the vehicle uses up the charge along with some gasoline. 2) When the battery is discharged, it uses gasoline, either to propel the vehicle or to charge the battery. Important: daily driving distance can GREATLY affect amount of gasoline used.

To help consumers decide whether advanced technology vehicles might be good choices for them, the fuel economy label is being revised. These revisions will allow you to compare more accurately among all vehicle technologies. Your answers to the following questions will help this label redesign effort.

The next 6 questions ask you to look at the labels from two vehicles. YOU SHOULD ASSUME THAT ANY PLUG-IN VEHICLES START FULLY CHARGED AND THERE ARE NO RECHARGING OPPORTUNITIES DURING THE SPECIFIED TRIP.

WHEN ANSWERING QUESTIONS ON THE FOLLOWING PAGES, PLEASE BE SURE TO SCROLL TO THE BOTTOM OF THE PAGE SO THAT YOU CAN SEE ALL OF BOTH LABELS AND THE "NEXT" BUTTON.

Vehicle A:

EPA DOT | Fuel Economy and Environmental Comparison

B+

The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

Smartphone

website.here

Over five years, this vehicle saves $3,000 in fuel costs compared to the average vehicle.

Gasoline Vehicle

Gallons/ 100 Miles	MPG City	MPG Highway	CO_2 g/mile (tailpipe only)	Annual fuel cost
3.3	27	35	295	$1,400

Vehicle B:

EPA DOT | Fuel Economy and Environmental Comparison

A+

The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

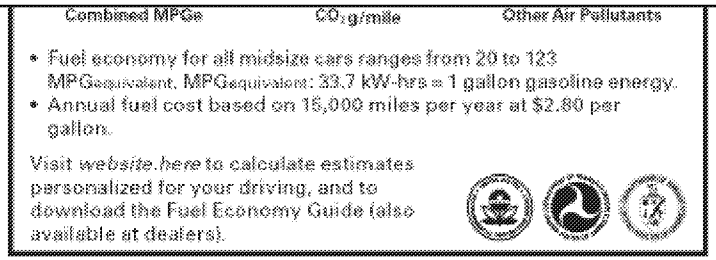
Smartphone

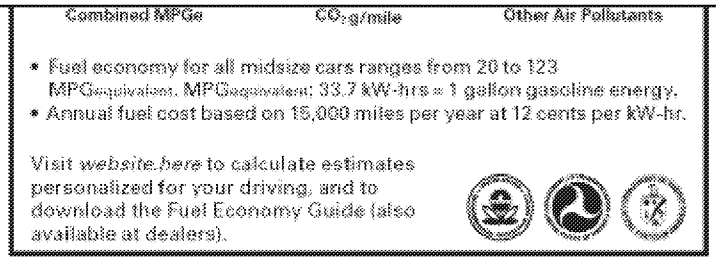
website.here

Over five years, this vehicle saves $6,900 in fuel costs compared to the average vehicle.

Electric Vehicle

Range (miles)	kW-hrs/ 100 Miles	MPGe City	MPGe Highway	CO_2 g/mile (tailpipe only)	Annual fuel cost
100	34	102	94	0	$616





8. Which vehicle is better for a round-trip of 120 miles?

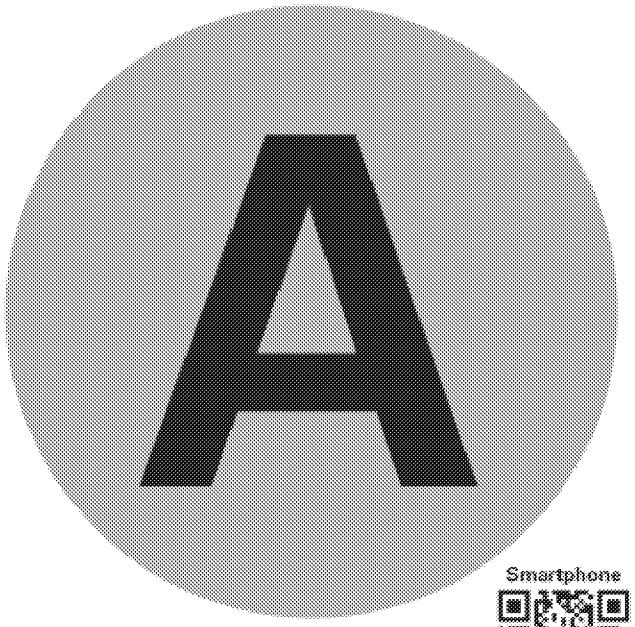
- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Both are equally good

9. Which vehicle is better for a round-trip of 30 miles?

- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Both are equally good

Vehicle A:

EPA DOT | Fuel Economy and Environmental Comparison



Smartphone

The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

website.here

Over five years, this vehicle saves $5,100 in fuel costs compared to the average vehicle.

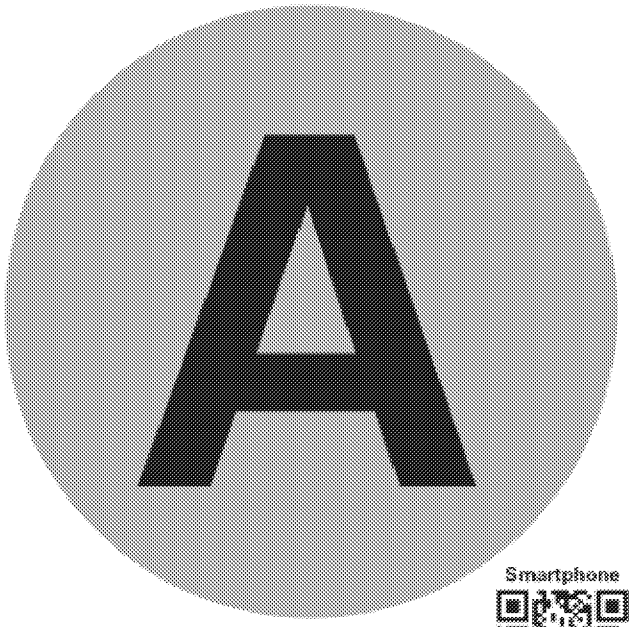
Dual Fuel Vehicle: Extended Range Electric

All Electric (first 30 miles only)		Gas Only		All Electric & Gas Only Combined	
kW-hrs/ 100 Miles	Combined MPGe	Gallons/ 100 Miles	Combined MPG	CO_2 g/mile (tailpipe only)	Annual fuel cost
37	90	3.1	32	131	$973

48 131 8

Vehicle B:

EPA DOT | Fuel Economy and Environmental Comparison



Smartphone

The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

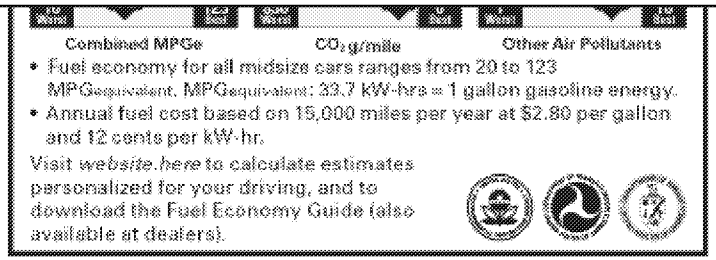
website.here

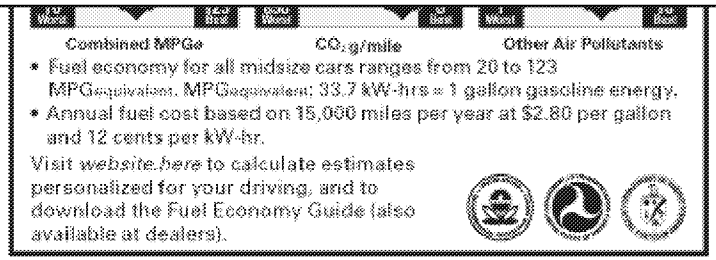
Over five years, this vehicle saves $6,200 in fuel costs compared to the average vehicle.

Dual Fuel Vehicle: Plug-in Hybrid Electric

Blended Electric+Gas (first 30 miles only)		Gas Only		Blended & Gas Only Combined	
eGallons/ 100 Miles	Combined MPGe	Gallons/ 100 Miles	Combined MPG	CO_2 g/mile (tailpipe only)	Annual fuel cost
1.5	65	1.9	54	125	$755

60 125 7





10. Which vehicle is better for a round-trip of 20 miles?

- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Both are equally good

11. Which vehicle is better for a round-trip of 120 miles?

- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Both are equally good

Vehicle A:

EPA DOT | Fuel Economy and Environmental Comparison

A+

The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

Smartphone

website.here

Over five years, this vehicle saves **$6,400** in fuel costs compared to the average vehicle.

Dual Fuel Vehicle: Extended Range Electric

All Electric (first 40 miles only)		Gas Only		All Electric & Gas Only Combined	
kW-hrs/ 100 Miles	Combined MPGe	Gallons/ 100 Miles	Combined MPG	CO_2 g/mile (tailpipe only)	Annual fuel cost
37	90	1.9	54	62	$712

Vehicle B:

EPA DOT | Fuel Economy and Environmental Comparison

A+

The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

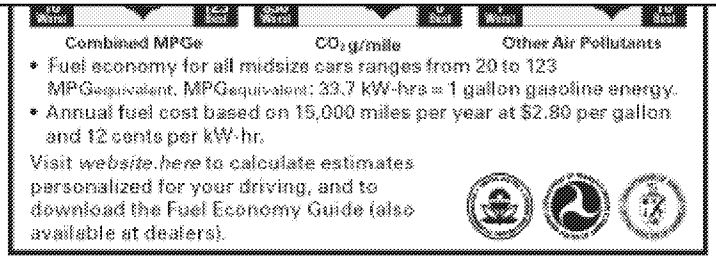
Smartphone

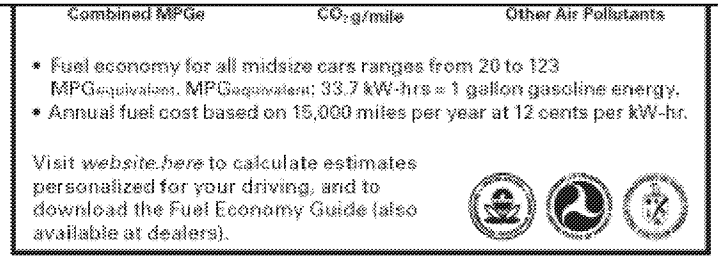
website.here

Over five years, this vehicle saves **$7,500** in fuel costs compared to the average vehicle.

Electric Vehicle

Range (miles)	kW-hrs/ 100 Miles	MPGe City	MPGe Highway	CO_2 g/mile (tailpipe only)	Annual fuel cost
90	28	125	112	0	$508



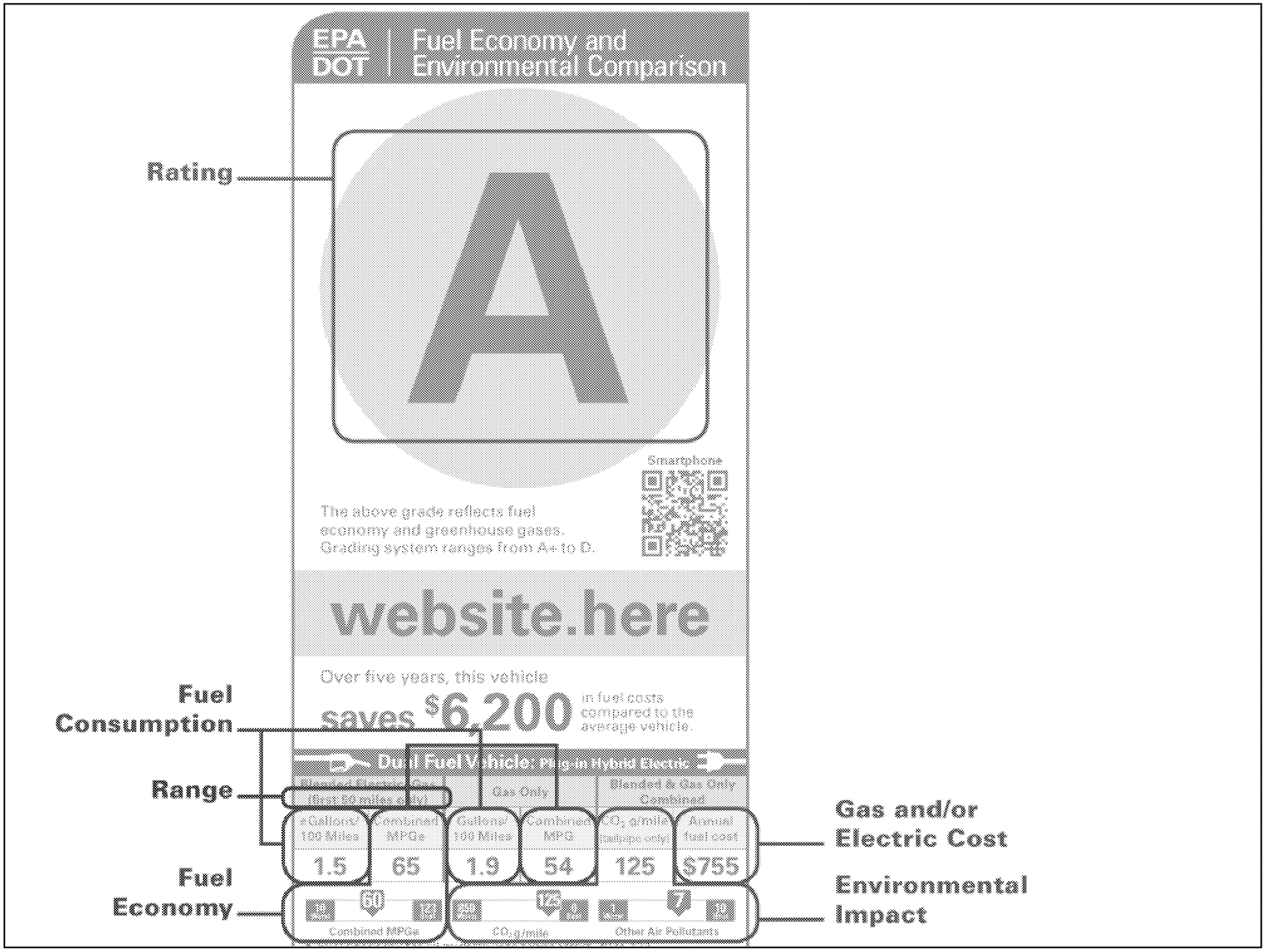


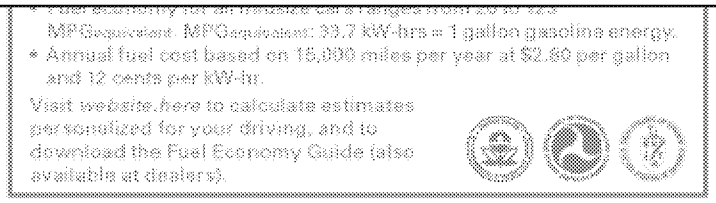
12. Which vehicle is better for a round-trip of 30 miles?

- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Both are equally good

13. Which vehicle is better for a round-trip of 120 miles?

- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Both are equally good


EPA
DOT
Fuel Economy and Environmental Comparison
Rating
A
Smartphone
The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.
website.here
Over five years, this vehicle saves $6,200 in fuel costs compared to the average vehicle.
Fuel Consumption
Range
Dual Fuel Vehicle: Plug-in Hybrid Electric
Charge Sustaining
Gas Only
Blended & Gas Only Combined
(first 54 miles only)
Gallons/ 100 Miles
Sustained MPGe
Gallons/ 100 Miles
Combined MPG
CO_2 g/mile (tailpipe only)
Annual fuel cost
1.5
65
1.9
54
125
$755
Gas and/or Electric Cost
Fuel Economy
Environmental Impact
Combined MPGe
CO_2 g/mile
Other Air Pollutants



14. What label information did you use in deciding which vehicle was better in the previous questions? (check all that apply)

YOU MAY WANT TO USE THE LABEL ON THE LEFT TO ASSIST YOU AS YOU ANSWER THIS QUESTION.

- [ ] Gasoline and/or electricity consumption information
- [ ] Gasoline and/or electricity cost information
- [ ] Fuel economy information
- [ ] Environmental impact information
- [ ] Vehicle range information
- [ ] Rating information

Other (please specify here)

The next 4 questions ask you to look at the labels for two vehicles and determine which you would purchase. For each question assume that the two vehicles are the same make and model, but that the vehicle technology is different (for example, gasoline vehicle and electric vehicle). AS YOU ANSWER THESE QUESTIONS, PLEASE THINK ABOUT YOUR OWN DAILY DRIVING PATTERNS.

WHEN ANSWERING QUESTIONS ON THE FOLLOWING PAGES, PLEASE BE SURE TO SCROLL TO THE BOTTOM OF THE PAGE SO THAT YOU CAN SEE ALL OF BOTH LABELS AND THE "NEXT" BUTTON.

Vehicle A:

EPA DOT | Fuel Economy and Environmental Comparison

A-

Smartphone

The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

website.here

Over five years, this vehicle saves **$5,400** in fuel costs compared to the average vehicle.

Gasoline Vehicle

Gallons/ 100 Miles	MPG City	MPG Highway	CO_2 g/mile (tailpipe only)	Annual fuel cost
2.2	43	49	195	$913

Vehicle B:

EPA DOT | Fuel Economy and Environmental Comparison

A-

Smartphone

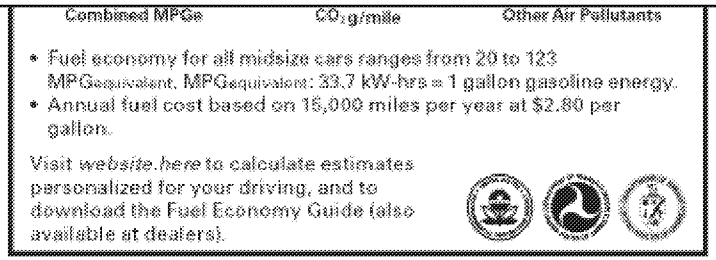
The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

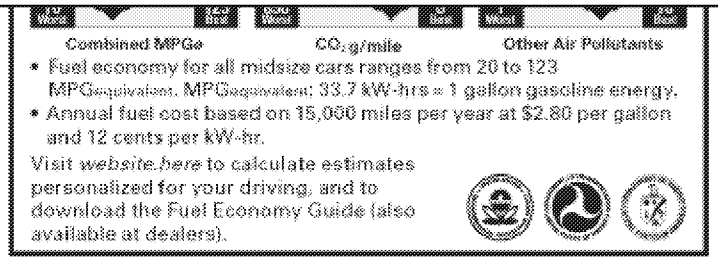
website.here

Over five years, this vehicle saves **$4,300** in fuel costs compared to the average vehicle.

Dual Fuel Vehicle: Extended Range Electric

All Electric (first 20 miles only)		Gas Only		All Electric & Gas Only Combined	
kW-hrs/ 100 Miles	Combined MPGe	Gallons/ 100 Miles	Combined MPG	CO_2 g/mile (tailpipe only)	Annual fuel cost
34	98	3.6	28	193	$1,146





15. Assuming the same make and model of vehicle for both labels on the left and assuming that both vehicles met all your other requirements (including size, reliability, comfort, performance, appearance, and safety) and are identical in purchase price, which vehicle would you purchase when you consider your typical travel pattern?

- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Equally likely to purchase either vehicle

Vehicle A:

EPA DOT | Fuel Economy and Environmental Comparison

B

The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

Smartphone

website.here

Over five years, this vehicle saves $2,500 in fuel costs compared to the average vehicle.

Gasoline Vehicle

Gallons/ 100 Miles	MPG City	MPG Highway	CO_2 g/mile (tailpipe only)	Annual fuel cost
3.6	25	32	320	$1,500

Vehicle B:

EPA DOT | Fuel Economy and Environmental Comparison

A+

The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

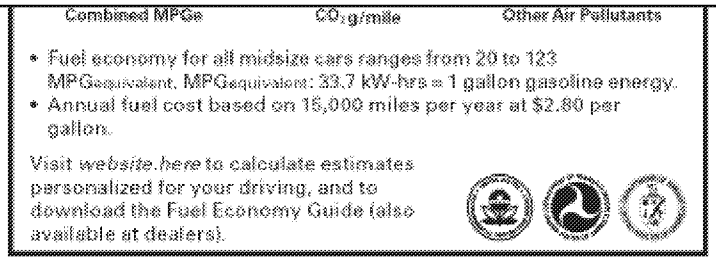
Smartphone

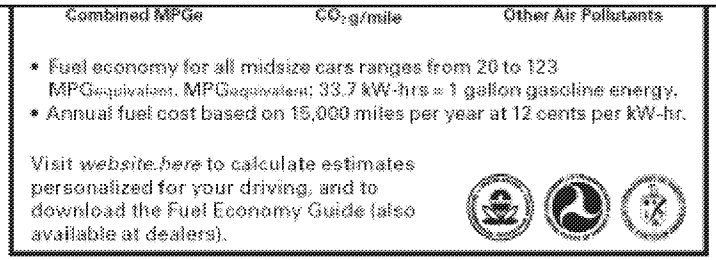
website.here

Over five years, this vehicle saves $7,600 in fuel costs compared to the average vehicle.

Electric Vehicle

Range (miles)	kW-hrs/ 100 Miles	MPGe City	MPGe Highway	CO_2 g/mile (tailpipe only)	Annual fuel cost
85	27	130	116	0	$490





16. Assuming the same make and model of vehicle for both labels on the left and assuming that both vehicles met all your other requirements (including size, reliability, comfort, performance, appearance, and safety) and are identical in purchase price, which vehicle would you purchase when you consider your typical travel pattern?

- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Equally likely to purchase either vehicle

Vehicle A:

EPA DOT | Fuel Economy and Environmental Comparison

A

Smartphone

The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

website.here

Over five years, this vehicle saves **$5,100** in fuel costs compared to the average vehicle.

Dual Fuel Vehicle: Extended Range Electric

All Electric (first 32 miles only)		Gas Only		All Electric & Gas Only Combined	
kW-hrs/ 100 Miles	Combined MPGe	Gallons/ 100 Miles	Combined MPG	CO_2 g/mile (tailpipe only)	Annual fuel cost
38	89	3.2	31	133	$990

48 133 8

Vehicle B:

EPA DOT | Fuel Economy and Environmental Comparison

A+

Smartphone

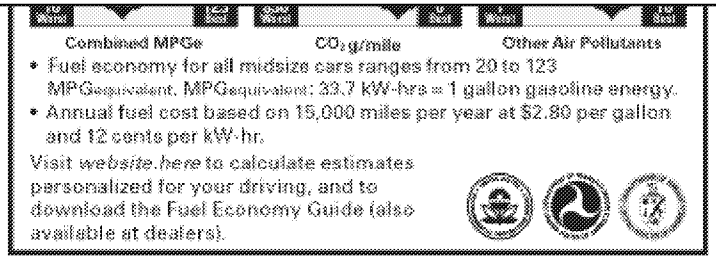
The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

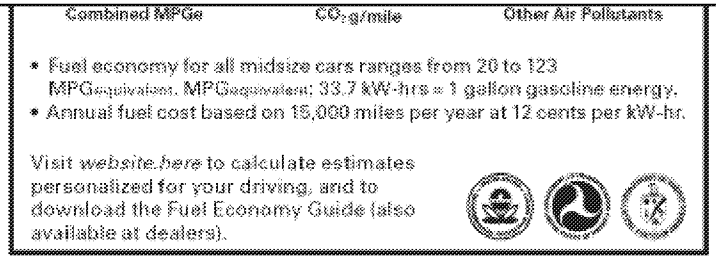
website.here

Over five years, this vehicle saves **$7,500** in fuel costs compared to the average vehicle.

Electric Vehicle

Range (miles)	kW-hrs/ 100 Miles	MPGe City	MPGe Highway	CO_2 g/mile (tailpipe only)	Annual fuel cost
80	28	125	116	0	$501



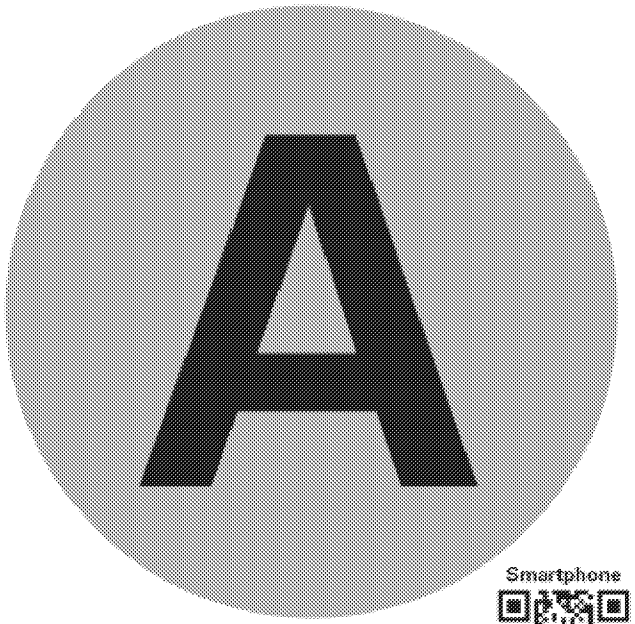


17. Assuming the same make and model of vehicle for both labels on the left and assuming that both vehicles met all your other requirements (including size, reliability, comfort, performance, appearance, and safety) and are identical in purchase price, which vehicle would you purchase when you consider your typical travel pattern?

- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Equally likely to purchase either vehicle

Vehicle A:

EPA DOT | Fuel Economy and Environmental Comparison



Smartphone

The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

website.here

Over five years, this vehicle saves $5,100 in fuel costs compared to the average vehicle.

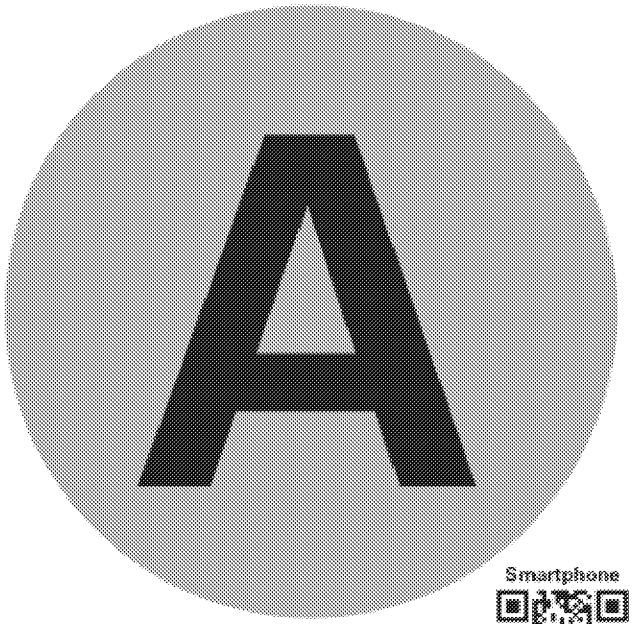
Dual Fuel Vehicle: Extended Range Electric

All Electric (first 30 miles only)		Gas Only		All Electric & Gas Only Combined	
kW-hrs/ 100 Miles	Combined MPGe	Gallons/ 100 Miles	Combined MPG	CO_2 g/mile (tailpipe only)	Annual fuel cost
37	90	3.1	32	131	$973

48 131 8

Vehicle B:

EPA DOT | Fuel Economy and Environmental Comparison



Smartphone

The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

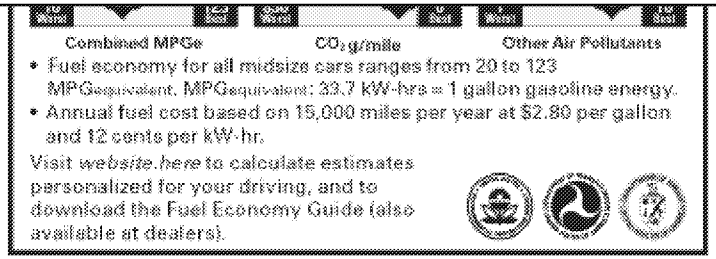
website.here

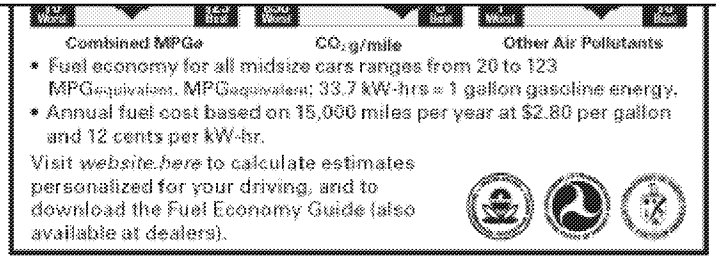
Over five years, this vehicle saves $6,200 in fuel costs compared to the average vehicle.

Dual Fuel Vehicle: Plug-in Hybrid Electric

Blended Electric+Gas (first 50 miles only)		Gas Only		Blended & Gas Only Combined	
eGallons/ 100 Miles	Combined MPGe	Gallons/ 100 Miles	Combined MPG	CO_2 g/mile (tailpipe only)	Annual fuel cost
1.5	65	1.9	54	125	$755

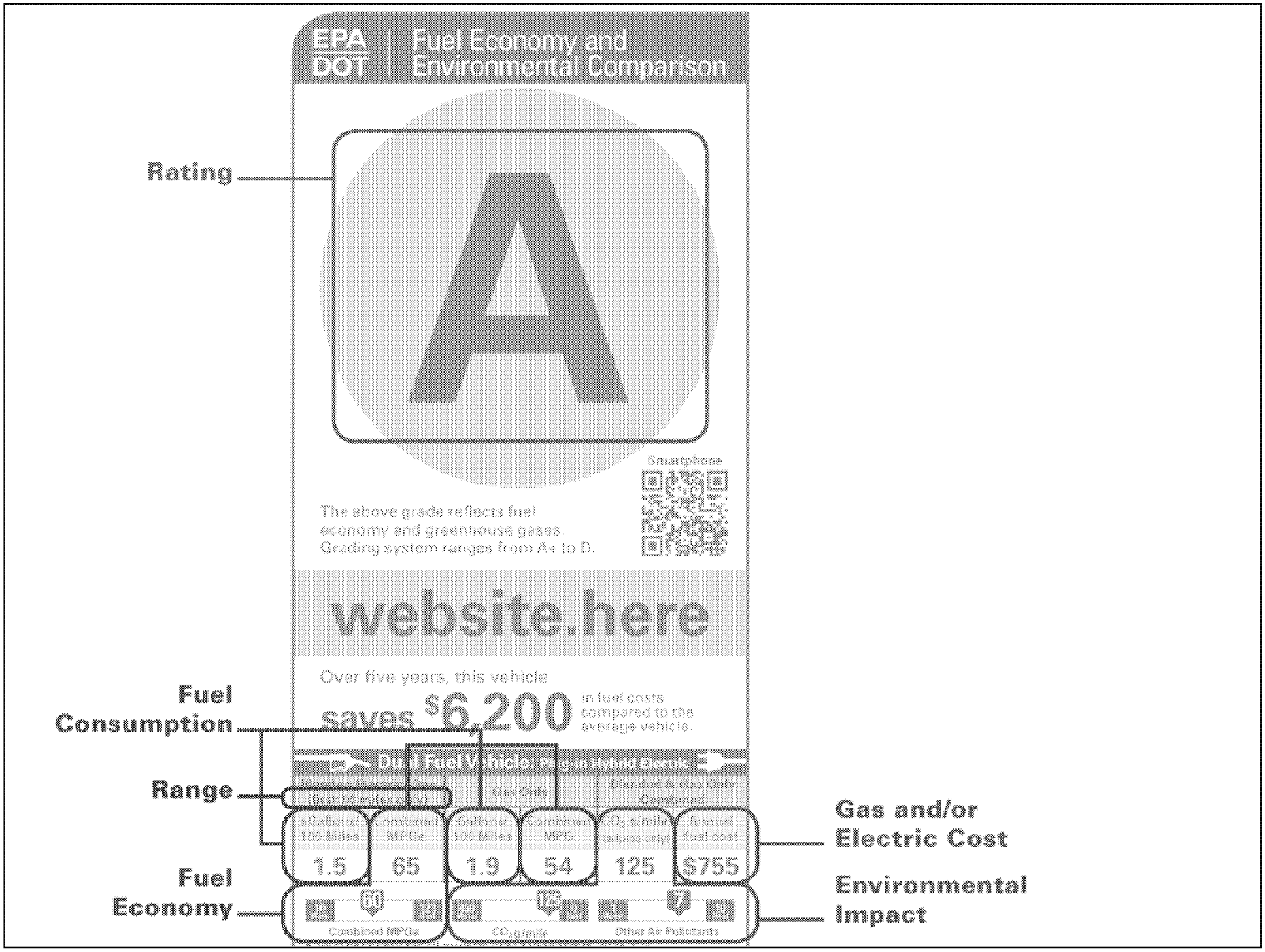
60 125 7

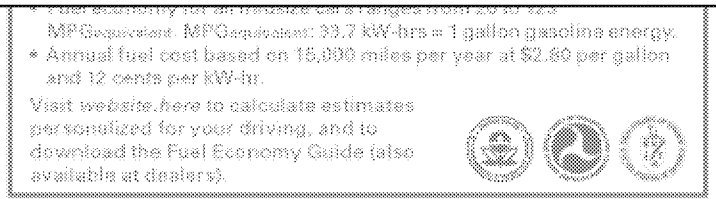




18. Assuming the same make and model of vehicle for both labels on the left and assuming that both vehicles met all your other requirements (including size, reliability, comfort, performance, appearance, and safety) and are identical in purchase price, which vehicle would you purchase when you consider your typical travel pattern?

- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Equally likely to purchase either vehicle


EPA
DOT
Fuel Economy and Environmental Comparison
Rating
A
Smartphone
The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.
website.here
Over five years, this vehicle saves $6,200 in fuel costs compared to the average vehicle.
Fuel Consumption
Range
Dual Fuel Vehicle: Plug-in Hybrid Electric
Charge Sustaining
Gas Only
Blended & Gas Only Combined
(first 64 miles only)
Gallons/ 100 Miles
Combined MPGe
Gallons/ 100 Miles
Combined MPG
CO_2 g/mile (tailpipe only)
Annual fuel cost
1.5
65
1.9
54
125
$755
Gas and/or Electric Cost
Fuel Economy
61
Combined MPGe
CO_2 g/mile
Other Air Pollutants
Environmental Impact



19. What label information did you use in deciding which vehicle you would purchase in the previous questions? (check all that apply)

YOU MAY WANT TO USE THE LABEL ON THE LEFT TO ASSIST YOU AS YOU ANSWER THIS QUESTION.

- ☐ Fuel economy information
- ☐ Vehicle range information
- ☐ Environmental impact information
- ☐ Gasoline and/or electricity cost information
- ☐ Rating information
- ☐ Gasoline and/or electricity consumption information

Other (please specify here)

20. Please rank order the top *five* things that would motivate you to seriously consider buying an advanced technology vehicle (such as an electric vehicle or a plug-in hybrid electric vehicle)? Do this by checking your #1 motivator in the #1 column, checking your #2 motivator in the #2 column, etc.

	#1 motivator	#2 motivator	#3 motivator	#4 motivator	#5 motivator
Vehicle and parts are reliable	◯	◯	◯	◯	◯
Lower cost of vehicle	◯	◯	◯	◯	◯
Reduce the number of trips to the gas station	◯	◯	◯	◯	◯
Lower fuel costs	◯	◯	◯	◯	◯
Good vehicle range	◯	◯	◯	◯	◯
Better fuel efficiency	◯	◯	◯	◯	◯
Reduce our dependence on gasoline	◯	◯	◯	◯	◯
Good maintenance costs	◯	◯	◯	◯	◯
Environmental benefits	◯	◯	◯	◯	◯

Other things in your top five that would motivate you (please specify here)

21. The label that you saw for an electric vehicle shows that it emits 0 (zero) CO2 grams per mile (tailpipe only); all other vehicles emit some CO2 per mile from their tailpipes. What does it mean that electric vehicles are rated to have 0 (zero) CO2 emissions?

◯ The electricity used to power electric vehicles has no carbon dioxide emissions associated with it.

◯ The electricity used to power electric vehicles may cause carbon dioxide emissions at a powerplant, but the vehicle does not produce any additional CO2 emissions.

◯ Other (please specify below)

If 'other', please specify.

22. Where would you prefer to see information on the CO2 emissions associated with producing electricity or other fuels which power vehicles?

- ◯ On the label, in addition to "tailpipe only" emissions
- ◯ On the label, combined with tailpipe emissions, in addition to a "tailpipe only" emissions value
- ◯ On a website instead of the label; the label should have "tailpipe only" emissions
- ◯ Other (please specify below)
- ◯ Information on the emissions associated with producing electricity and other fuels to power a vehicle is not important to me

If 'other', please specify.

In this section we would like to know a little bit about you. Please remember that all of your answers are strictly confidential.

23. On a scale of 1 to 7, where 1 = 'among the first people' and 7 = 'among the last people', how would you rate yourself in regard to when you generally get new gadgets that come on the market?

	1 - among the first	2	3	4	5	6	7 - among the last
I'm generally	◯	◯	◯	◯	◯	◯	◯

24. What is your home zip code?

25. How many working motorized vehicles does your household have?

◯ 1 ◯ 2 ◯ 3 ◯ 4 ◯ 5 or more

26. How many licensed drivers in your household?

◯ 1 ◯ 2 ◯ 3 ◯ 4 ◯ 5 or more

27. What is your gender?

- ◯ Male
- ◯ Female

28. Which of the following ranges includes your age?

- ◯ 18-24
- ◯ 25-34
- ◯ 35-44
- ◯ 45-54
- ◯ 55-64
- ◯ 65 or over

29. What is the highest level of education you have completed?

- ◯ Less than high school
- ◯ High school diploma or GED
- ◯ Some college / AA degree / Technical school degree
- ◯ College graduate (Bachelor's degree or equivalent)
- ◯ Postgraduate degree (Masters, Doctorate, Law, Medical)

30. How many people live in your household? Number of people includes you, your spouse/partner, your children (including full-time students under age 23 even if they do not live at home), and any legal dependents.

- ◯ 1
- ◯ 2
- ◯ 3
- ◯ 4
- ◯ 5
- ◯ 6
- ◯ 7
- ◯ 8
- ◯ 9
- ◯ 10 or more

31. Which of the following categories includes your household's total 2009 income (before taxes)?

- ◯ Less than $15,000
- ◯ $15,000 to less than $25,000
- ◯ $25,000 to less than $50,000
- ◯ $50,000 to less than $75,000
- ◯ $75,000 to less than $100,000
- ◯ $100,000 to less than $125,000
- ◯ $125,000 to less than $150,000
- ◯ $150,000 or more

32. Do you have any comments about the label designs you saw in this survey?

These were all the questions we had for you today. BE SURE TO CLICK THE 'DONE' BUTTON BELOW SO THAT YOUR ANSWERS ARE ENTERED.